

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of )  
 George Washington Baughman III , *et al.* )  
 Serial No. 09/955,417 ) Examiner Phi Dieu Tran A.  
 Filed: September 18, 2001 ) Group Art Unit: 3637  
 For: "Method and System for Presenting )  
 Merchandising at an Outdoor Paved )  
 Surface"

COMMISSIONER OF PATENTS AND TRADEMARK  
 P.O. BOX 1450  
 ALEXANDRIA, VA 22313-1450

SUPPLEMENTARY DECLARATION UNDER 37 CFR § 1.132

William A. Dascenzo declares as follows:

- 1) That he is a citizen of the State of Florida, having a residence at 201B Tyler Drive, Sarasota, Florida 34230;
- 2) That he is an inventor named in the above-identified application for United States Patent;
- 3) That he executed a declaration under 37 CFR § 1.132 on July 10, 2003 concerning the Examiners rejection of the above-identified application for United States patent;
- 4) That the first declaration under 37 CFR § 1.132 is hereby affirmed with the exception of paragraph 14 and incorporated herein by reference;
- 5) That has been advised that the claims of the above-identified application for U. S. patent have been rejected under § 103 of the Patent Statute, the Examiner citing Pool, U. S. Patent No. 2,638,636 (Pool) in view of Feleppa, U. S. Patent No. 5,700,102 (Feleppa) and Thornton, U. S. Patent No. 3,673,720 (Thornton) and Reilley *et al.*, U. S. Patent No. 5,120,941 (Reilley *et al*) which he addressed in his declaration dated July 10, 2003;
- 6) That in a second Office Action, he is advised that the Examiner has further cited Glass, U. S. Patent No. 6,148,551 (Glass), Flea Market Slide Show, Howes, Jr., U. S. Patent No. 3,982,758 (Howes, Jr.) and Duarte;
- 7) That Glass describes a large trailer mounted inflatable balloon carrying a large Nylon sign which is securely attached to the side of the balloon with a Velcro based system;
- 8) That the Glass patent does not so much as remotely suggest the signage positioning and mounting as described and claimed in the above application for United States patent wherein bay distance defining anchors are employed with a plurality of poles and an interconnection at the pole tops to define a three dimensional retail region wherein

- merchandising information signage is suspended from upwardly disposed signage supports and the signs themselves define a bay access elevation at their lower border;
- 9) That he is advised that the Examiner has asserted that somehow the very large balloon mounted Nylon sign of Glass suggests that Nylon sight stimulation flags and pennants can be applied to the top of the poles of the invention to bring attention to signs is a completely improper combination of references;
  - 10) That neither Feleppa nor Glass recognize any such approach for stimulating customer retail consumer's attention;
  - 11) That the Summer Brew Fest sheet 2 of 10 Flea Market Slide Show reference cited by the Examiner is only one page of the website of Flea Market, Inc. of San Jose, California;
  - 12) That the print-out of the remaining pages is annexed hereto as Exhibit B;
  - 13) That the print-out of Exhibit B shows at sheet 10 of 10 that the Summer Brew Fest is concerned with food service and not retail merchandising and is provided within a fixed and permanent building;
  - 14) That the building shown in sheet 10 of 10 appears to be the same or an identical building as shown in the cited sheet 2 of 10;
  - 15) That a view showing the hanging of a large sign inside a permanent building has no identifiable relationship with the invention described in the above-identified application for United States patent;
  - 16) That sheet 6 of 10 of the Flea Market Slide Show shows a presentation of merchandise in a permanent building installation which appears to be identical or closely similar to the permanent buildings on sheets 2 of 10 and 10 of 10;
  - 17) That there is no signage, anchors, interconnected pole tops, merchandise information signage combining with the anchors and poles to define merchandising bays and there is no bay access elevation suggested in the Flea Market, Inc. website;
  - 18) That Howes, Jr. describes a parking lot mounted tennis court with sleeve anchors holding up containment nets mounted on posts;
  - 19) That the pertinent claims of the above-identified application for United States patent look to aligning the tops of the poles such that signage supporting interconnection can be provided;
  - 20) That the alignment with the tops of the poles is achieved, *inter alia*, with sleeve and engagement surface combination;
  - 21) That the sleeve shown in Howes, Jr. has no such engagement surface and no purpose for aligning the tops of poles supporting the netting involved;

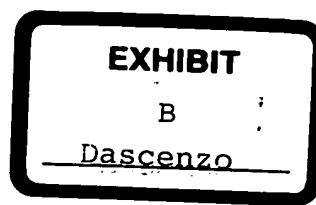
- 22) That Duarte is a website of the City of Duarte, California and page 2 thereof merely specifies a banner which will have the shape of a very large elongate tube of square cross-section;
- 23) That banner poles are mentioned but are not described whatsoever in terms of their mounting and their association with banners;
- 24) That cable snaps are mentioned with respect to the top and the bottom of the banners, however, there is no description whatsoever as to how the banners are to be mounted and whether or not they are to be mounted upon banner poles.
- 25) That he is advised that the Examiner has utilized the cable snap ordinance in conjunction with the rejection of claims describing breakaway connectors;
- 26) That, if anything, Duarte teaches away from breakaway connectors by requiring wind pockets within the banners;
- 27) That none of the references taken singly or in combination show the use of breakaway couplers at a lower signage support;
- 28) That all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like, so made, are punishable by fine, or imprisonment, or both, under Section 1001 of Title 18, and that such willful false statements may jeopardize the validity of the application or any document resulting therefrom.

Further Declarant sayeth naught.

Date January 10, 2004

  
William A. Dascenzo

Enc.: Exhibits A and B



*Welcome To The*

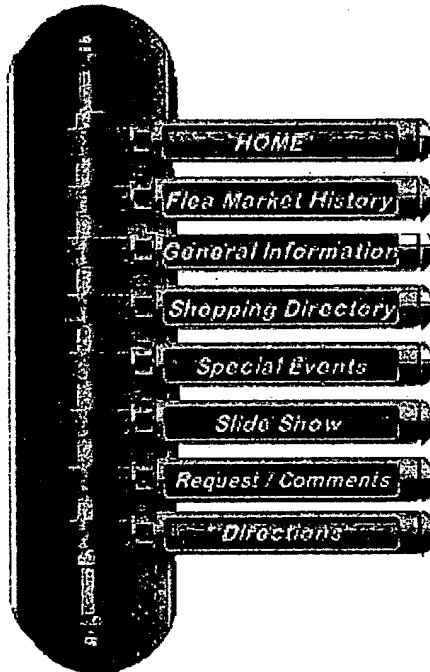
# ***SAN JOSE FLEA MARKET***

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**CELEBRATING Our 42nd ANNIVERSARY**

*Welcome to a California Tradition*

Founded in 1960,



The Flea Market has grown into a small city with a life of its own. Come and explore our more than 8 miles of colorful alleys and treasure-laden corridors. Shop from over 2000 sellers. You'll find an enormous variety of collectibles,... arts, crafts, comic books, belt buckles, jewelry, and more. You'll see a huge selection of fashion clothing, walking shoes, fine furniture, and tools-from bonsai pruning shears to power miters.

Enjoy freshly prepared International and California foods from 25 restaurants and dozens of snack carts. Savor the sizzling smoked goodness of our outdoor barbecues. You will be surrounded by music from all countries and in all styles...from authentic mariachis to acappella oldies. Younger visitors will enjoy an old fashioned carousel and 2 new play grounds, investigate the toy stores and conquer the cool depths of the arcade.

Discover spice shops, fish markets and delicatessens dotted throughout California's Largest farmers' market, "Produce Row."

It's a quarter-mile long, shaded marketplace packed with produce from around the world, as well as fruits and vegetables fresh from California farms.



Come this weekend to explore the entire Flea Market. Visit Wednesday for excellent midweek bargains. Come Thursday or Friday for the calmer pace of a neighborhood swap meet.

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**The Flea Market Inc. 1590 Berryessa Rd. San Jose, CA. 95133**

**1(408) 453-1110, 1(800) Big-Flea**

**You Are Visitor Number**



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-  RESTROOM
-  FOOD & BEVERAGE
-  RACING AREA
-  TELEPHONE
-  INFORMATION
-  MAIN ENTRANCE
-  YOU ARE HERE MAP
-  ATM MACHINE
-  MERRY GO ROUND
-  PLAYGROUND
-  EXPO PAVILIONS
-  CART RENTAL



# Flea Market History



Smack-dab in the heart of Silicon Valley, the global center of technological innovation, sits a bustling 120 acre land bastion of "no tech" business that host 80,000 visitors a week, more than 4 million people a year! Largest open-air market in the country, some say in the world. The popular San Jose Flea Market flourishes in apparent contradiction to Silicon Valley's high tech image. And yet, as the product of one man's entrepreneurial drive and passionate commitment to an innovative concept, the Flea Market represents the very essence of Silicon Valley.

In 1959, George Bumb had the seedling of an idea. He was in the solid waste, landfill business. He kept seeing all these wonderful things getting thrown away and felt there had to be a profitable way to sell them to people who would want them.

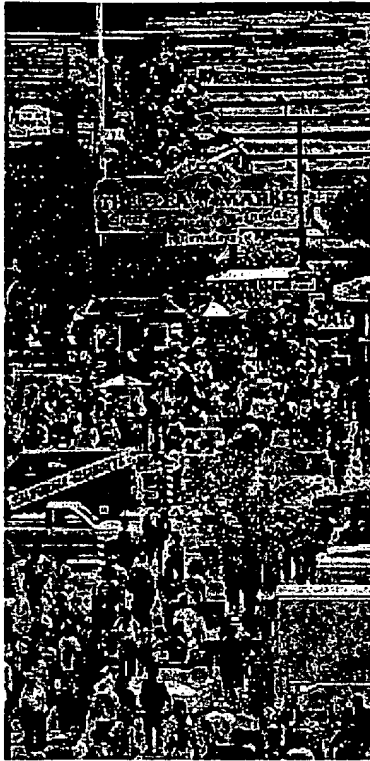


Hearing of the success of swap meets, which were just getting started in Los Angeles, Bumb traveled to Southern California and saw how the meets were organized and held at drive-in theater lots. Bumb took the swap meet approach and expanded it to encompass individual merchant stalls, with on-site product storage. That way the merchants could keep their product at the market during the week, even though the market sales at first were conducted on weekends only.

This granddaddy of U.S. flea markets opened its gates in March of 1960, with 20 sellers and about 100 curious customers on what was once an abandoned cattle feed lot. With \$7,000 in Cash, Bumb started the Flea Market on farmland on Berryessa Road, then a narrow country lane surrounded by orchards.

It was a cautious beginning. The first office, staffed part-time by family members, housed the only restrooms and snack bar on the original 35 acres. The spartan menu offered homemade sandwiches, basic beverages, and some candy.

Today, The Flea Market averages more than 6,000 sellers each



week and is home to 30 snack bars, street vendors, and sit down restaurants offering a delectable variety of international and American classic foods, plus more than 60 roving snack and beverage carts specially designed by the Bumb family.

From its initial handful of family members and part-time employees, The Flea Market has grown to encompass 500 service employees carefully trained and supervised by Ogden Entertainment Services, along with a direct Flea Market staff of 150 people who work in management, construction, food service, and maintenance.

The Flea Market property encompasses about 1,000 small buildings, 1,000 open-air stalls, and all sorts of amenities. One thing Bumb is fanatical about is having an adequate number of restrooms that are extremely clean and maintained.

The Flea Market is completely self sufficient, building everything here ourselves, we have generators, water pumps, sewage holding tanks, everything needed to sustain the market through a weekend if there's a failure of power, water, or sewer services.

And what draws the hordes of visitors Wednesday through Sunday all year long, from dawn to dusk? A better question might be what doesn't draw them. At this flea market, you can find anything from toys to tires. The Flea Market's quarter mile long produce row is the busiest outdoor produce market in California and features produce from local farms and around the world.

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Since 1960

*1590 Berryessa Road*

*San Jose, CA 95133-1003*

### Flea Market Map

- Be Patient Big File!

### Flea Market Hours

- Open Wednesday Through Sunday, Dawn to Dusk

### Parking

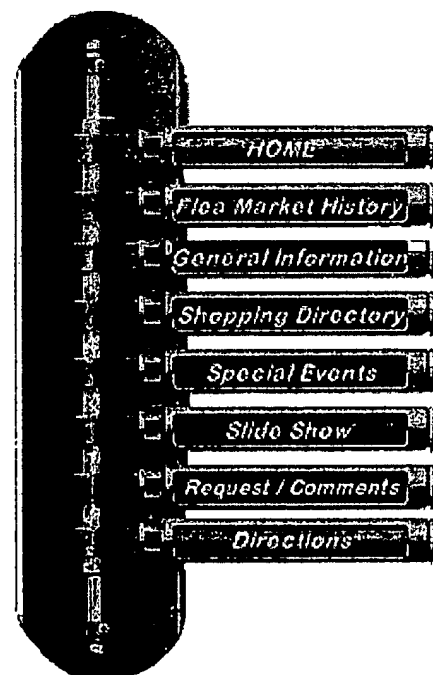
- \$5.00 on Saturday or Sunday
- \$1.00 Wednesday Through Friday

### Daily Selling Spaces

- Approximately 17'x20' (340 sq.ft.)

### Rental Rates

**Effective October 1st, 2002**



- *Wednesday* , Regular Space \$20.00, Corner Space \$25.00
- *Thursday* , \$15.00
- *Friday* , \$15.00
- *Saturday* , Regular Space \$30.00, Corner Space \$60.00
- *Sunday* , Regular Space \$35.00, Corner Space \$75.00
- *1st. Saturday of each Month* , \$10.00 per space (first come first serve)

## **Reservations**

- Reservations is open Saturday, 8:30 AM to 3:00 PM, Sunday 8:30 AM to 3:00 PM. MUST BE PRESENT FOR LOTTERY @ 8:15 A.M.
- (800) BIG-FLEA or (408) 453-1110 x 246.
- You can reserve a space up to one week in advance. All advance purchases must be made in person at the reservation booth, and the rent paid in cash at that time.
- There is a \$10.00 Reservation Fee for all weekend spaces.

## **Monthly Reservations**

- Buildings and open spaces can be reserved by the month. Weekend Rates range from \$275.00 to \$825.00. Special consideration is given to vendors with unique or different items. Please inquire at the Reservation Office.
- All Monthly Sellers must have a California Resale Permit. Daily Sellers selling three or more times per year must have a California Resale Permit.

## **All Sales Are Final**

- There are no rain checks, space refunds or exchanges. Sellers must be on space before 8:00 AM. Read all rules and regulations on sellers permit. Advance space purchases are not required. Gates open for sellers at 6:00 A.M. Weekdays and 5:00 A.M. Weekends.

**Reservations are held only until 8:00 AM.**

**More Information at (800) BIG-FLEA or (408) 453-1110 x 246.**

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Click on Directory for Table of Contents

Have a SHOPPERS DIRECTORY Mailed to your Home!



[Home Page](#)

# Information Request

For more information regarding The San Jose Flea Market

Use form below

<input type="text"/>	<b>Your Name</b>
<input type="text"/>	<b>Company or Organization</b>
<input type="text"/>	<b>Email Address (required)</b>
<input type="text"/>	<b>Postal Address</b>
<input type="text"/>	<b>City</b>
<input type="text"/>	<b>Province/State</b>
<input type="text"/>	<b>Postal Code/Zip Code</b>
<input type="text"/>	<b>Country</b>
<input type="text"/>	<b>Phone</b>
<input type="text"/>	<b>Fax</b>

To allow us to better serve your needs, please indicate below your intended application and any comments you may have. Or if you are requesting a Shoppers Directory!

**The Flea Market Inc.  
1590 Berryessa Rd.  
San Jose, Ca. USA  
TEL: (408) 453-1110  
FAX: (408) 437-9011  
(800) Big-Flea**

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- Appliances
- Aquariums
- Army-Navy Surplus
- ATM Machines
- Auto Accessories
- Auto Seat Covers, Mats
- Auto Upholstery
- Avon Products

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- Barber Shop
- Baseball Cards
- Baskets
- Beauty Supplies
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- Porcelain
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## ***APPLIANCES***

### **Die Hard Appliances**

SAT/SUN 9<sup>th</sup> - 422

Washers, Dryers, Refrigerator and Freezers. G.E. Stoves and Microwaves. Free delivery in area.

More at: 7<sup>th</sup> - 426, H - 412

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## ***AUTO ACCESSORIES***

### **Dad's Tire Sales**

SAT/SUN H - 313

Tires - Wheels - Lugs - Locks-Knock-offs.

### **Morgan's Auto Upholstery**

SAT/SUN F - 131

Diamond Tuck, Vinyls, Auto Carpet and Headliners. Great Selection of Colors and Styles.

### **Rod's Discount Datsun Parts**

SAT/SUN 15<sup>th</sup> - 410

Datsun/Nissan- New and Used genuine parts. Z car, Roadster, 510. Truck Restoration Expert.



· VISA/MC 24 hr.

Beeper (408) 288-0700.

Home (408) 448-3277.

More at:

3<sup>rd</sup> - 306, 6<sup>th</sup> - 424, 8<sup>th</sup> - 316, 9<sup>th</sup> - 320, 9<sup>th</sup> - 423, 10<sup>th</sup> - 320,

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### **Teresa's Fashions**

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Dress and Casual Children's Clothing from sizes 0-16. Children's Shoes in sizes from 0-8. Baptismal Clothing, First Communion, and more.

### **Q & T Strollers**

WED-SUN R - 222

A Variety of Baby Clothing, Strollers, Car Seats, and Accessories.

### **Zuniga Baby Furniture**

SAT/SUN 15<sup>th</sup> - 314

Corner of E St. Largest Selection of Rockers, Cribs, Car Seats, Strollers, Baby Access. Name Brands! VISA/MC.

### **Hsu Baby Supplies**

SAT/SUN R - 307

Bikes, Strollers, Baby Bikes, Swings, Highchairs, Car Seats and Restraints

### **Paul's Baby Supplies**

SAT/SUN 6<sup>th</sup> - 430

Beautiful Crib Designs, Mattresses, Strollers, Car Seats, High Chairs, and Many Different Battery Operated Toy Cars.

More at: 9<sup>th</sup>-- 429, J - 401, Q - 216, R - 316

## ***BAGS & BACKPACKS***

### **Lee's Bags**

WED-SUN R - 108

Eel Skin, Luggage, tote bags, back- packs, handbags, & a whole lot more!

More at: 5<sup>th</sup> - 524, 8<sup>th</sup> - 309, J - 207, O - 221, R - 316, R - 234

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**Pelona Haircut Shop**

SAT/SUN 13<sup>th</sup> - 425

Haircuts for Men, Women & Children.

More at: 15<sup>th</sup> - 331, 5<sup>th</sup> - 307

## ***BASEBALL CARDS***

**Cards and Comics**

SAT/SUN J - 220

Cards, Comics, Starting Line Up, Sports Photos. Buy & Sell.

**The Sports Arena**

Open 7 days

Located at 2<sup>nd</sup> & Main

Cards, Collectibles, Memorabilia.

We Buy, Sell, & Trade Football, Baseball, Hockey, and Basketball cards.

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12, 18, 21 speeds. BMX- 12", 16", 20" Tricycles, Parts, and Accessories. Strollers, Car Seats, Cribs, and More!

### **Famosa Trading**

SAT/SUN - F - 304

Mountain Bikes, BMX 12", 16" and 20", Trikes, Strollers, Skateboards, Parts and Accessories.

More at:

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## ***BIRDS & SUPPLIES***

### **Mr. B's Birds**

SAT/SUN 14<sup>th</sup> - 314

Cages, Supplies, Feed

Reg. Parakeet - \$9.75 each

Special prices on starter sets!

1 Cage with Parakeet 2 lb feed \$21.75

Rabbits - \$6.00 and Up

More at:

H - 201, 15<sup>th</sup> - 412

## ***BLANKETS***

### **Selections**

WED - SUN 1<sup>st</sup> - 213

Assortment of heavy blankets including NFL and Disney. We also sell leather-stuffed animals.

More at:

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**Mary's Gifts & Brass**

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Solid Brass Figures. Vases, Candle Holders, Tea Sets, Hanging Items and More.

**Home-Made Brass Gift Shop**

WED-SUN 1<sup>st</sup> - 215

Hand-Made Designed Brass Vases, Figures, and Collectibles.

Also sequined dresses!

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**Southwest Corner**

SAT/SUN 13th - 402

Large Selection of Vases and Pedestals! Also, Southwest Decorations!

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### **Modern Trends**

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Wholesale and Retail Clothing Latest Fashions at Great Prices.

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### **I.Q. Fashion Clothing**

SAT/SUN 5th - 308

Latest Styles in Ladies' Dresses, Blouses, Skirts, and Jeans.

More at: 1st - 245, 1<sup>st</sup> - 309, 4<sup>th</sup> - 305, 9<sup>th</sup> - 501, 11<sup>th</sup> - 313,  
11<sup>th</sup> - 330, 12<sup>th</sup> - 220, 17<sup>th</sup> - 342, 17<sup>th</sup> - 344, 19<sup>th</sup> - 114,  
G - 126, G - 209, G - 212, G - 221, H - 108, H - 114,



H - 231, H - 302, J - 114, J - 209, J - 308, K - 113, K - 219,  
K - 222, K - 230, K - 320, K - 402, K - 410, L - 218,  
L - 413, N - 114, N - 230, N - 402, O - 110, O - 114,  
O - 120, O - 201, O - 212, Q - 206, Q - 409, Q - 411,  
R - 106, R - 207

## ***CLOTHES, MATERNITY***

1<sup>ST</sup> - 241, L - 225, N - 211, R - 418

## ***CLOTHES, MEN***

### **Ross Clothing**

SAT/SUN 12th - 331

A wide variety of men's clothing including jackets.

### **V. & D. Fashion & Paradise**

WED-FRI G - 101

SAT/SUN U.S.A. H @ 107, 410

Manufacturer, Wholesaler, and Retailer of Baggy Pants and Shorts.

### **Vics Men Clothing**

SAT/SUN 12th - 336

Dickies, Workpants, Large Selection of Jackets, Western, and Flannel Shirts.

More at: 6th - 522, 7<sup>th</sup> - 501, 10<sup>th</sup> - 423, 16<sup>th</sup> - 413, 19<sup>th</sup> - 216, G - 216,

J - 221, J - 404, K - 203, K - 217, K - 218, K - 315, L - 117, L - 125

N - 416, O - 117, O - 219, O - 402, Q 415, Q - 416

## ***CLOTHES, SPORTSWEAR***

1st - 314, 2<sup>nd</sup> - 305, H - 102, J - 320, K - 202, K - 416, N - 302,

O - 105, Q - 201

## ***CLOTHES, SPORTSWEAR (LADIES)***

G - 101, H - 110

## ***CLOTHES, WESTERN***

A - 305, K - 229

## ***COLLECTIBLES***

### **The Sports Arena Open 7 days**

Located at 2nd & Main

Cards - Collectibles - Memorabilia We Buy, Sell, and Trade Football, Baseball, Hockey, and Basketball Cards.

### **Jims Cards & Collectibles**

SAT/SUN 9th - 431

Large Selection of Coca-Cola & Pepsi Collectibles, Die Cast Cars & Trucks, Miniature Doll House Furniture, Sports Cards in Wax Packs, and NFL Collectibles.

More at: 8<sup>th</sup> - 409, 16<sup>th</sup> - 409

## ***COMPUTERS***

5<sup>th</sup> - 410

## ***COSMETICS***

A - 103, N - 126, N - 216

## ***CRAFTS & SUPPLIES***

9th - 408, A - 205, L - 220

# ***CURTAINS, DRAPERIES***

12<sup>th</sup> - 348

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## ***DASH COVERS***

10<sup>th</sup> - 432, 17<sup>th</sup> - 414

## ***DISCOUNT MERCHANDISE***

5th - 506, G - 107

## ***DOLLS***

**J.B. Heller**

SAT/SUN J - 218

Porcelain dolls, miniatures, ceramic masks.

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## ***EGYPTIAN ART***

15<sup>th</sup> - 406

## ***ELECTRONICS***

1<sup>st</sup> - 318, 2<sup>nd</sup> - 229, 2<sup>nd</sup> - 308, 10<sup>th</sup> - 509, 12<sup>th</sup> - 302, 14<sup>th</sup> - 304,

14<sup>th</sup> - 331, 14<sup>th</sup> - 349, 16<sup>th</sup> - 315, A - 107, A - 315, G - 416,

J - 416, K - 111, K - 126, K - 302, L - 317, N - 117, N - 304,

O - 416, O - 311, Q - 211, Q - 401

## ***ENGRAVING***

F - 139

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## ***FABRIC***

### **Diniz Elegant Gifts**

SAT/SUN 12th - 322

Assort. Lace. Variety of nice gifts. Lipstick, Towels, Perfumes, Artificial Flower Arrangements, Purses.

(408) 293-5094.

More at: 1st - 219, 2<sup>nd</sup> - 233, 5<sup>th</sup> - 505, 17th - 221, F - 129,

H - 113, H - 326, K - 112, K - 203, N - 114, N - 122, Q - 111,

R - 121, R - 306

## ***FISH, FRESH & FROZEN***

**P - 210**

## ***FISHING SUPPLIES***

### **Ray's Custom Tackle**

SAT/SUN 5th - 412

Where the smart fish go to shop!!

## ***FLAGS***

Q - 222

## ***FLOWERS***

### **Designer Silk Flowers**

WED - SUN R - 118

Wholesale and Retail. We do vases and wedding arrangements.

**Flowers**

SAT/SUN J - 202

Floral Baskets, Swan-Shaped Vases, Hanging Plants, plus Arrangement Accessories, and Engraving

More at: 4th - 333, 5<sup>th</sup> - 411, 13<sup>th</sup> - 304, 13th - 322, 13th - 402, G - 204

***FOOD GUIDE***

See Page 23

***FORTUNE TELLING***

10<sup>th</sup> - 413, A - 315

***FRAMES***

G - 204

***FURNITURE*****Tito Furniture**

SAT/SUN 14th - 313: 13th - 314

Get the best for less! Select your own color! 17 pc. special for just \$495!

**Rick's Furniture**

SAT/SUN Corner of 10th & D

Sofas, Bedroom Sets, Dinettes. Many to choose from. Financing available.

**M & M Furniture**

SAT/SUN 15th - 320

Factory Direct Custom-Made Bedroom Sets, Curios, Entertainment Centers, and Fine dining

Sets, Top quality at low prices

**Southwest Corner**

SAT/SUN 13th - 402

Large Selection of Southwest Furniture and Decorations!

More at: 3<sup>rd</sup> - 329, 6<sup>th</sup> - 408, 6<sup>th</sup> - 420, 8<sup>th</sup> - 18, 8<sup>th</sup> - 426, 9<sup>th</sup> - 418,

11<sup>th</sup> - 318, 11<sup>th</sup> - 404, 11<sup>th</sup> - 418, 11<sup>th</sup> - 430, 12<sup>th</sup> - 316, 12<sup>th</sup> - 342,

12<sup>th</sup> - 348, 13<sup>th</sup> - 326, 13<sup>th</sup> - 408, 13<sup>th</sup> - 420, 13<sup>th</sup> - 421, 14<sup>th</sup> - 308,

14<sup>th</sup> - 322, 14<sup>th</sup> - 336, 15<sup>th</sup> - 340, 15<sup>th</sup> - 350, J - 111

## ***FURNITURE, BEDROOM***

11th - 418, 13th - 327

## ***FURNITURE, SOFAS***

13th - 307, 13th - 326, 13th - 418

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## ***GAMES***

R - 322

## ***GAMES, NINTENDO***

2nd - 235

## ***GARAGE SALES***

Mostly East and South Side Areas on Weekends. Special Rates on Thursdays and Fridays. Watch for additional information in this directory.

5<sup>th</sup> - 513, 8<sup>th</sup> - 503, 11<sup>th</sup> - 504, A - 115, A - 119, F - 213, Q - 320

## ***GENERAL MERCHANDISE***

1<sup>st</sup> - 304, 4<sup>th</sup> - 513, 5<sup>th</sup> - 505, 5<sup>th</sup> - 523, 8<sup>th</sup> - 429, 11<sup>th</sup> - 429,

11<sup>th</sup> - 431, 11<sup>th</sup> - 504, 16<sup>th</sup> - 349, G - 102, G - 222, Q - 408,

R - 120

## ***GIFTS-SHOPS-WRAPPING***

2<sup>nd</sup> - 307, 3<sup>rd</sup> - 306, 3<sup>rd</sup> - 328, 3<sup>rd</sup> - 336, 4<sup>th</sup> - 337, 7<sup>th</sup> - 416,

7<sup>th</sup> - 429, 8<sup>th</sup> - 312, 13<sup>th</sup> - 335, 14<sup>th</sup> - 422, 16<sup>th</sup> - 406,

16<sup>th</sup> - 415, H - 105, H - 107, J - 401, K - 405, L - 205,

L - 209, N - 205

## ***GLASS, ENGRAVED, ETCHED***

2<sup>nd</sup> - 233

## ***GLOVES***

12<sup>th</sup> - 502

## ***GROCERY ITEMS***

8<sup>th</sup> - 501, 10<sup>th</sup> - 502, N - 126, O - 204

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## ***HAIR ACCESSORIES***

11<sup>th</sup> - 506, J - 208, K - 121, K - 204, L - 311, N - 113,

O - 217, O - 305, R - 204, R - 310

## ***HATS & CAPS***

**E.C. Parian**

SAT/SUN 19th - 220

Stetson, Resistol, Wrangler.

2X, 4X, 5X, 6X, 7X, 8X, 10X, 15X, 20X, 30X, 100X, 500X.

**Jack's Hats**

SAT/SUN 10th - 431

Best buy in the market! Hats, Caps, Patches. Western Straws, and Felt. Customized Hats, too.

More at: 1<sup>st</sup> - 227, 6<sup>th</sup> - 307, 12<sup>th</sup> - 321, N - 210, Q - 417,

R - 113, R - 124, R - 223, R - 302.

## ***HATS, LADIES***

1<sup>st</sup> -227

## ***HEALTH PRODUCTS***

G - 206

## ***HOME DECORATING ITEMS***

J - 402

## ***HOME IMPROVEMENT***

## **NU-DESIGN**

SAT/SUN - F - 111

Patio Rooms, Sun Rooms, Room Additions.

See our Display Model at Space.

Free Estimates - 374-4362

More at: 11<sup>th</sup> - 315, F - 111

## ***HOUSEWARES***

6th - 310, 13th - 303, 15th - 331, 15th - 404, A - 209

## ***HUBCAPS***

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## ***IDENTIFICATION***

SAT/SUN 8th - 401

Photo I.D. cards and tags for kids, adults, seniors and handicapped. Pet tags also.

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## ***JACKETS***

O - 401, Q - 212

## ***JANITORIAL SUPPLIES***

10th - 313, L - 415

## ***JEWELRY***

### **American Precious Metals Open 7 days**

Corner of 2nd & Main

We buy gold, silver, and platinum in any form. Highest prices paid.

Most competitive rates.

### **Benny's Jewelry**

SAT/SUN 12th - 343

Jewelry repair in minutes. Special orders and MORE!

### **Joyeria Benny**

SAT/SUN Calle "12", entre Main St. y con "D"

Reparaciones en minutos y gravaciones. Venta y reparacion, to do tipo de joyas y relojes.

Bateria para relojes, todas las marcas. Esto y mucho mas en nuestro propio taller.

### **K & T Enterprises**

SAT/SUN - 10<sup>th</sup> - 309

14k gold and sterling silver. We accept VISA and MASTERCARD.

More at:

1<sup>st</sup> - 227, 5<sup>th</sup> - 305, 6<sup>th</sup> - 322, 7<sup>th</sup> - 502, 10<sup>th</sup> - 501, 12<sup>th</sup> - 343,

F - 139, H - 125, J - 110, J - 120, J - 408, K - 117, K - 126,

K - 319, L - 119, L - 301, N - 308, O - 218, O - 310, O - 320,  
O - 414, R - 317, CRT 3, CRT 5, CRT 7.

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## ***KEY MAKER***

1<sup>st</sup> - 236, 2<sup>nd</sup> - 239, A - 109, K - 215, L - 118,

O - 203, CRT 1, CRT 5

## ***KITCHEN ITEMS (Cookware)***

11<sup>th</sup> - 402, 12<sup>th</sup> - 220, 16<sup>th</sup> - 220, A - 125, A - 231,

A - 235, F - 126, H - 112, N - 314, Q - 315

## ***KITCHENWARE (Cabinets)***

11th - 402, A - 231, F - 120, G - 125, K - 108, N - 408

## ***KNIVES***

### **Discount Knives**

SAT/SUN 9th - 429

Boker, Puma, Spyderco, Schrade, Benchmade, Camillus, Sog, Fury, Swiss Army, Eze Lap.

Forschner Cutlery at Professional Discounts!

More at: 3rd - 528

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## ***LACE & RIBBONS***

6th - 411, G - 122

## ***LAMPS***

11<sup>th</sup> - 335, 14<sup>th</sup> - 308, 14<sup>th</sup> - 328, R - 308

## ***LEATHER GARMENTS***

11th - 502, 12<sup>th</sup> - 423, H - 404, N - 220, N - 228, O - 112, Q - 220

## ***LINENS***

**Towels, Etc.**

WED - SUN J - 101

1st Quality Percale Bed Sheets, Com-

forters, Bathroom Accessories, and More! Better prices than a white sale.

More at: G - 226, K - 305

## ***LINGERIE***

8th - 514, 11<sup>th</sup> - 307, F - 115, G - 119, H - 109, K - 124,

K - 208, L - 204, L - 322, N - 212.

## ***LOANS***

12<sup>TH</sup> - 345

## ***LOST & FOUND***

If you become lost or separated from your group, the meeting area is located by the flagpole near the main entrance. Young children who are determined to be lost by Flea Market personnel will

be taken to our Information Office where an announcement will be made for the parents or guardians to report to this office. See map on pages 16-17 to locate Flag and Information Office.

## ***LUGGAGE***

10<sup>th</sup> - 305, F - 107, F - 212, G - 106, H - 111, K - 118

O - 210, Q - 305, R - 117

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## ***MAP***

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## ***MASSAGE EQUIPMENT***

O - 313

## ***MARTIAL ARTS EQUIPMENT***

10<sup>th</sup> - 314

## ***MEXICAN ITEMS***

**El Zorro Leather Goods**

SAT/SUN J - 311

A variety of belt buckles. Custom made belts, shoulder holsters, jackets and wallets available.

More at: 8<sup>th</sup> - 403, 10<sup>th</sup> - 412, 13<sup>th</sup> - 329, 15<sup>th</sup> - 310, 16<sup>th</sup> - 230,

19<sup>th</sup> - 204, 19<sup>th</sup> - 214, F - 207, F - 221, H - 110, H - 203, J - 203

J - 212, J - 313, K - 306, N - 212, O - 261, Q - 121, Q - 126, R - 125.

## ***MILITARY SUPPLIES***

**Louis & Sons**

SAT/SUN 3rd/Main- 408

Military Surplus New & Used. Ben Davis Pants, Shirts, Overalls, Coats & Jackets. Discount

Prices in all Sizes. We Buy, Sell, and Trade.

More at: H - 402

## ***MUSIC***

**Milli's Music**

SAT/SUN H - 117

**Sound Effect Records**

SAT/SUN 9th - 324

C.D.s, Tapes, Mixed Tapes, Used Records. Hiphop, Free Style, House, Technical, Bass, etc.

We Buy Used Records and C.D.s

**Time Warp Music**

SAT/SUN H - 316

New and Used Records, Tapes, CD's

Your Old School Specialist. Funk, High Energy, Soul, Disco, and Oldies.

Special Orders Welcome.

(408) 497-4664

More at: J - 317.

***MUSIC, MEXICAN***

A - 213, A - 307, H - 229, R - 215

***MUSIC, TAPES & CD'S***

1st - 225, 5<sup>th</sup> - 307, 5<sup>th</sup> - 508, 9<sup>th</sup> - 324, 15<sup>th</sup> - 342, 17<sup>th</sup> - 406,

19<sup>th</sup> - 108, H - 316, K - 203, K - 220, K - 230, L - 201, L - 222,

L - 404, N - 224, O - 223, O - 225

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## ***NAIL CARE***

N - 104

## ***NATIVE AMERICAN ITEMS***

**Big Pix**

SAT/SUN 3rd - 325

Sheepskins and Cowhide, Rugs and Wall Hangings. We also have Indian Mandellas. Come see our unique products.

## ***NUTS, DRIED***

**Big "O" Nuts**

WED-SUN 115 Produce Row

Pistachios, Butter Toffee, Cashews, Peanuts, Jerky, Dried Fruit.

FREE SAMPLES!

More at: 15th - 302

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## ***ORIENTAL IMPORTS***

**Oriental Gift Shop**

SAT/SUN 8<sup>th</sup> - 403

Oriental Gifts, Porcelain Statues and Planters, Hand Painted Oriental Furniture.

More at: A - 105

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## ***PAGERS***

8<sup>th</sup> - 305, O - 302, O - 316

## ***PARTY SUPPLIES***

1<sup>st</sup> - 223, 8th - 405, 8<sup>th</sup> - 415

## ***PERFUMES & COLOGNES***

6th - 305A, 7<sup>th</sup> - 516, 16<sup>th</sup> - 413, J - 124

## ***PETS, SUPPLIES***

### **Miller's Pets**

SAT/SUN 15th - 420

Animal shelter, dogs/cats for adoption. Puppies and kittens for sale. Reptiles, cat furniture, all at low prices. Profits to Miller's Foster Home for Pets.

### **Mr. B's Birds**

SAT/SUN 14th - 314

Cages, Supplies, Feed

Reg. Parakeet - \$ 10.50 each

Special prices on starter sets!

1 Cage with Parakeet, 2 lb,. Feed - \$23.99

Rabbits - \$6.00 and Up

More at: 12<sup>th</sup> - 350, 15th - 418, F - 114, J-306, O - 418

## ***PHOTOS-ALBUMS-COMPUTERIZED***

7th - 414, 14<sup>th</sup> - 417, J - 307

## ***PICTURES, PAINTINGS***

## **Yu's Oil Painting & Framing**

SAT/SUN 7th - 428

Largest selection of frames and oil paintings. Best Quality at Unbeatable Prices!

SAT/SUN - 12th - 419

Oil Paintings - Frames - Custom Framing - Wide variety from which to choose.

Low prices with good service.

More at: 1st - 229, 4<sup>th</sup> - 416, 5<sup>th</sup> - 335, 15<sup>th</sup> - 304, 15<sup>th</sup> - 408, H - 222,

J - 207, L - 113, N - 204, O - 305, Q - 105, Q - 402.

## ***PILLOWS***

11<sup>th</sup> - 502

## ***PLANTS***

1<sup>st</sup> - 319, 8<sup>th</sup> - 305, 7<sup>th</sup> - 427, P - 112.

## ***PLANTS, SILK***

1st - 230, K - 106, K - 212

## ***PLASTIC BAGS***

16<sup>TH</sup> - 337

## ***PLUMBING SUPPLIES***

6th - 523

## ***PONY RIDES***

M - 200

## ***PORCELAIN***

9<sup>th</sup> - 309, 10<sup>th</sup> - 421



## ***PRINTING SERVICES***

### **HW Graphics**

SAT/SUN 4th - 410

We make signs! We do printing too!

Banners, A-Frame, Magnetics, Business Cards, Envelopes, Flyers, 1-4 Colors.

(408) 452-8262 (408) 697-7976 pager.

## ***PRODUCE-VEGETABLES-FRUIT, etc.***

### **Picadilly Produce**

WED-SUN Produce Row - 213

Variety of good quality fruits and vegetables. Fresh daily! Expert service with 46 years of experience. Come see our low prices!

### **Fausto Produce**

WED, SAT, SUN Produce Row - 102

Any kind of fruits and vegetables. Best quality at unbeatable prices!!

More at: 5th - 306, 11<sup>th</sup> - 304, 12<sup>th</sup> - 310, P - 104, P - 106, P - 116,  
P - 117, P - 125, P - 126, P - 129, P - 130, P - 136, P - 140, P - 202,  
P - 203, P - 204, P - 206, P - 207, P - 208, P - 214, P - 223, P - 226,  
P - 228, P - 235, P - 236, P - 237, P - 301, P - 302, P - 303, P - 306,  
P - 309, PRDC - 1, PRDC - 2, PRDC - 4, PRDC - 6, PRDC - 7

## ***PURSES, HANDBAGS***

3<sup>rd</sup> - 338, 3<sup>rd</sup> - 340, 4<sup>th</sup> - 309, 9<sup>th</sup> - 409, 14<sup>th</sup> - 235, 16<sup>th</sup> - 419, 17<sup>th</sup> - 220,  
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## ***REAL ESTATE***

12<sup>th</sup> - 345, 16<sup>th</sup> - 415

## ***RELIGIOUS SUPPLIES***

8<sup>th</sup> - 325, 16<sup>th</sup> - 347

## ***RESTROOMS***

Between 5th & 6th Streets by the Arcade, D & 10th, H & 9th, N & 1st Between L & N near 12th

## ***RUGS***

**Justin's Carpets & Rugs**

SAT/SUN 1<sup>st</sup> - 301

Free estimates for carpets. Wear-dated Carpet, Dupont, Stain Master. Lowest prices in the Bay Area. No need to shop around!

More at: 16<sup>th</sup> - 407, F - 303, G - 114, G - 223, O - 307, Q - 227

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## ***SEWING EQUIPMENT***

17<sup>th</sup> - 412

## ***SHOES, ALL KINDS***

**Rt. Guards Enterprises**

WED- SUN 1st - 109

The best brands and discount prices on Work and Western Boots. Wolverine, Herman, Survivors, Carolina, Gorilla, and Nacona.

**El Parian**

SAT/SUN 19th - 220

More at: 1<sup>st</sup> - 233, 14<sup>th</sup> - 401, A - 227, F - 102, H - 107, H - 215,

H - 317, K - 109, K - 119, K - 312, K - 416, L - 216, N - 306,

O - 111, O - 203, O - 306, O - 319, Q - 107

## ***SHOES, SPORTS & TENNIS***

11<sup>th</sup> - 501, F - 301, J - 302, O - 317

## ***SHOES, LADIES***

N - 313, Q - 215

## ***SILK FLOWERS***

1<sup>st</sup> - 230, 2<sup>nd</sup> - 302, 5<sup>th</sup> - 416, 6<sup>th</sup> - 423, 9<sup>th</sup> - 307, 9<sup>th</sup> - 409,

13<sup>th</sup> - 304, 16<sup>th</sup> - 408, F - 108, F - 216, H - 105, J - 406

L - 101, L - 211, R - 113

## ***SOCKS***

2nd - 301, 16<sup>th</sup> - 234, 19<sup>th</sup> - 208, A - 311, F - 113, F - 210,  
H - 114, J - 224, L - 208, N - 218, N - 312, O - 113,  
Q - 113, Q - 313.

## ***SOUTHWEST DESIGN***

### **Southwest Corner**

SAT/SUN 13th - 402

Large Selection of Vases & Pedestals! Also, Southwest Decorations!

## ***SPORTING EQUIPMENT***

1<sup>st</sup> - 318, 11<sup>th</sup> - 316, 12<sup>th</sup> - 502, 15<sup>th</sup> - 308, 19<sup>th</sup> - 112,  
Q - 411, R - 218

## ***STATIONERY***

**A - 229**

## ***STATUES***

3rd - 329, 7th - 506

## ***STEREOS - EQUIPMENT***

### **Crazy Benny's**

SAT/SUN 5th & Main

### **Robert's Discount Audio**

SAT/SUN 9th - 402

Home Stereo, Car Stereo and Alarms

### **Stereo Center**

SAT/SUN 16th - 401

~ Come see our many brands!

More at: 1st - 312, A - 407, H - 216, H - 323, K - 403

## ***SUNGLASSES***

1st - 302, 3<sup>rd</sup> - 310, 3<sup>rd</sup> - 532, 4<sup>th</sup> - 310, 4<sup>th</sup> - 336, 4<sup>th</sup> - 501, 6<sup>th</sup> - 348,

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## ***TARP EQUIPMENT***

**F - 101**

## ***TELEPHONE LOCATIONS, PUBLIC***

B & 1st, Main & 3<sup>rd</sup>, Main & 10th, 13th & A, 5th Near Info Office, E & 2nd Produce Row & 11th

H & 9th, L & 12th, L & 2nd Sts.

## ***TELEVISIONS ADS/MERCHANDISE***

**F - 209**

## ***TELEVISIONS***

6th - 401, 8<sup>TH</sup> - 433, A - 203

## ***THEATRICAL PRODUCTS***

10<sup>th</sup> - 313

## ***TIRES & WHEELS***

**Dad's Tire Sale**

SAT/SUN H - 313

Tires and the hottest styles of rims, lug locks, & wheel accessories in stock now!

More at: 6th - 316

## ***TOOLS***

**Joe Larussa**

Tools, Coins, Custom Carpenter Leather Aprons, Play Cards, and Much More!

More at: 7th - 505, 9<sup>th</sup> - 511, 16<sup>th</sup> - 341, 17<sup>th</sup> - 338, A - 121, A - 207, G - 122,

L - 227, N - 415, O - 309, O - 415, Q - 118, R - 116, R - 412.

## ***TOWELS***

J - 101

## ***TOYS***

More at: 3rd - 309, 5<sup>th</sup> - 514, 6<sup>th</sup> - 328, 6<sup>th</sup> - 347, 8<sup>th</sup> - 429, 11<sup>th</sup> - 402, 13<sup>th</sup> - 318,  
13<sup>th</sup> - 320, 14<sup>th</sup> - 339, - 16<sup>th</sup> - 417, 19<sup>th</sup> - 110, A - 105, A - 223, F - 118, F - 204,  
G - 104, G - 110, G - 118, J - 114, J - 122, J - 210, J - 413, K - 102, K - 126,  
K - 311, L - 114, L - 208, L - 210, N - 108, O - 119, O - 205, O - 220, O - 310,  
Q - 312, R - 117, R - 312, R - 414, CRT - 4

## ***T-SHIRTS***

1<sup>st</sup> - 113, 5<sup>th</sup> - 339, 12<sup>th</sup> - 307, 12<sup>th</sup> - 347, A - 227, A - 303, G - 220, G - 225,  
J - 102, J - 126, K - 226, K - 304, K - 401, L - 225, N - 225, N - 226, N - 401,  
Q - 301, R - 201

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## ***VACUUMS, SUPPLIES***

### **Rebuilt Vacuums**

SAT/SUN - H - 402

Rebuilt vacuums with warranty. Parts and Accessories.

Same area for 17 years. (corner 16<sup>th</sup> & H)

Bernie and Mary Swanson

More at: 14<sup>th</sup> - 331, A - 405, H - 412

## ***VASES***

9th - 319

## ***VIDEO GAMES***

**Ron Denney's Video Games**

SAT/SUN 2nd - 321: 11th - 428

Super Nintendo, Genesis. New, Used Video Games. Buy/Sell/Trade

More at: A - 117, O - 202, O - 208

## ***VITAMINS***

K - 227

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## ***WATER DISPENSERS***

**A - 223**

## ***WATER DRINKING FOUNTAINS***

Located by Snack Bars on: 3rd & Main, 6th & H, 14th & Produce.

## ***WEDDING ACCESSORIES***

1st - 221

## ***WIGS***

**Jin's Wigs**

SAT/SUN 12th - 411

Wide Variety of Wigs, Braids, Human Hair, Weaving and Braiding. Wig, Acc.

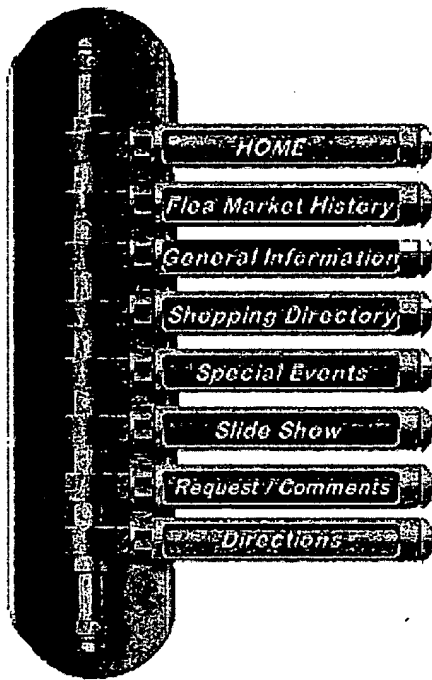
## ***WINDOWS***

10<sup>th</sup> - 421

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# 2003 Events

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• *6th Annual  
Crafter's Spring Boutique  
April 5th - 6th*

• *Home & Garden*

*Extravaganza  
May 10th - 11th*

• *AUTORAMA  
June 7th & 8th*

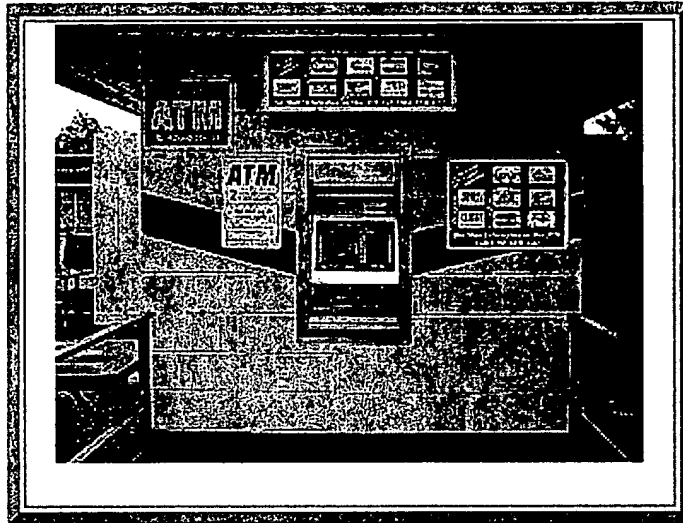
*6th. Annual Children's Summer*

***Funfest  
August 16th & 17th***

- ***6th Annual Flea Market  
Golf Tournament  
September 15th***
- ***7th Annual Holiday Craft Faire  
November 8th & 9th***

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## Flea Market Slide Show



4 Conveniently Located ATM'S

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## Flea Market Slide Show



### Summer Brewfest



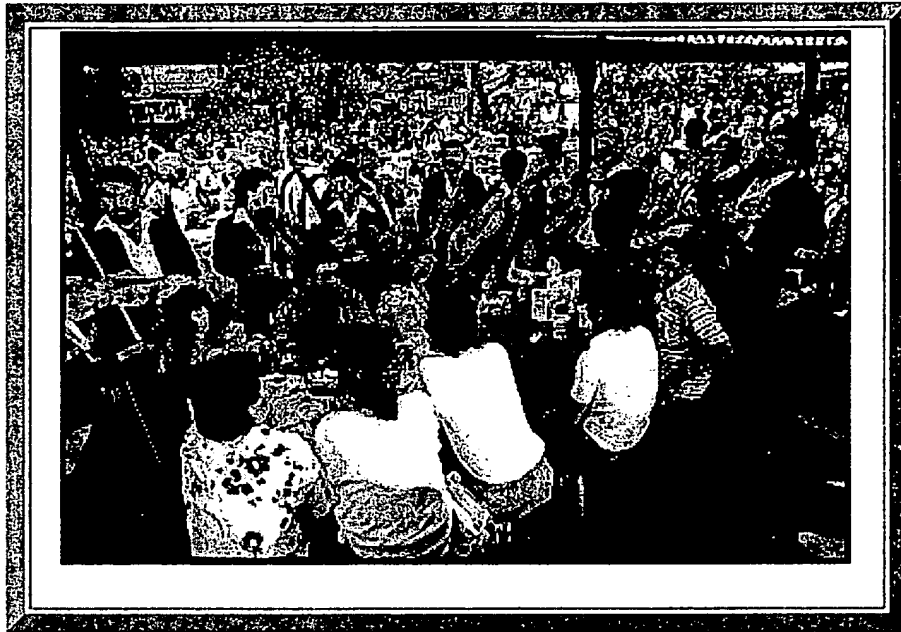
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## Flea Market Slide Show



Mariachi's



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# Flea Market Slide Show



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## Flea Market Slide Show



### Salsa Fest

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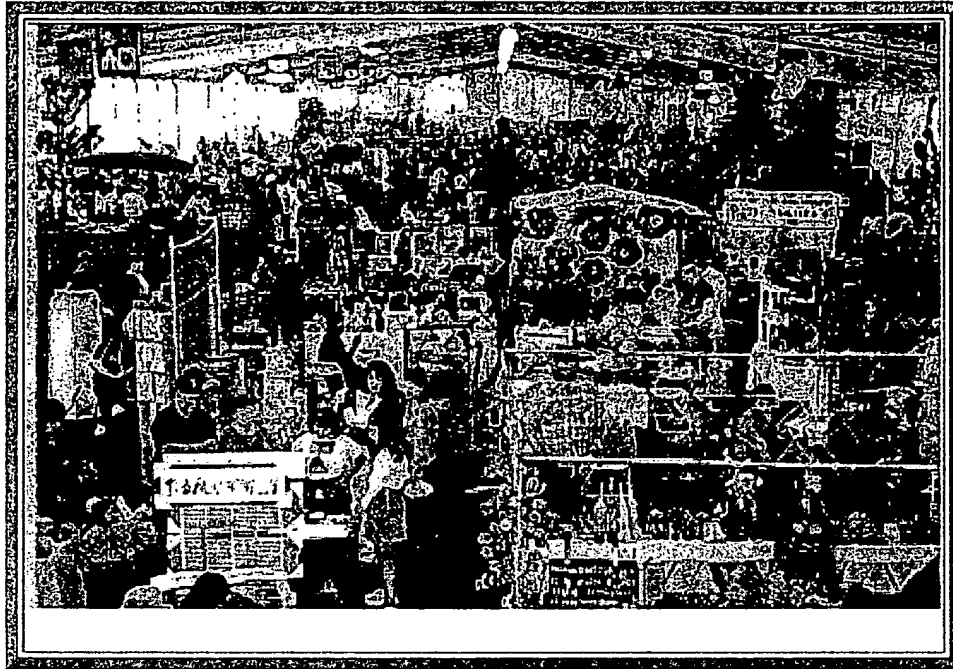


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## Flea Market Slide Show



### Crafter Holiday Faire



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# Flea Market Slide Show

1999 Oktoberfest

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### Past Salsa Contest Winners

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# Flea Market Slide Show



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**The Flea Market Inc.  
1590 Berryessa Rd.  
San Jose, Ca. USA  
TEL: (408) 453-1110  
FAX: (408) 437-9011  
(800) Big-Flea**

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# DIRECTIONS

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## *Highway 101 South*

Take the 13th. Street/Oakland Road Exit, Go right onto 13th. street to first signal light which is hedding, make a left at Hedding, Hedding changes to Berryessa Road as you cross back over Highway 101, The Flea Market Selling Grounds will be on your right and Parking on your left approximately 1 1/2 miles from turning off of Highway 101.

## *Highway 101 North*

Take 13th. Street/Oakland Road Exit, Go right onto either Mabury (first right) or Commercial (second right) to Berryessa Road, Make a left onto Berryessa Road, The Flea Market Selling Grounds will be on your right and Parking on your left approximately 1 mile from turning off of Highway 101.

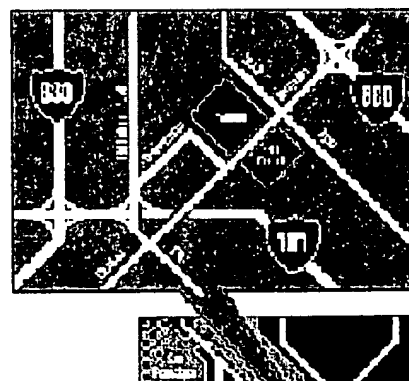
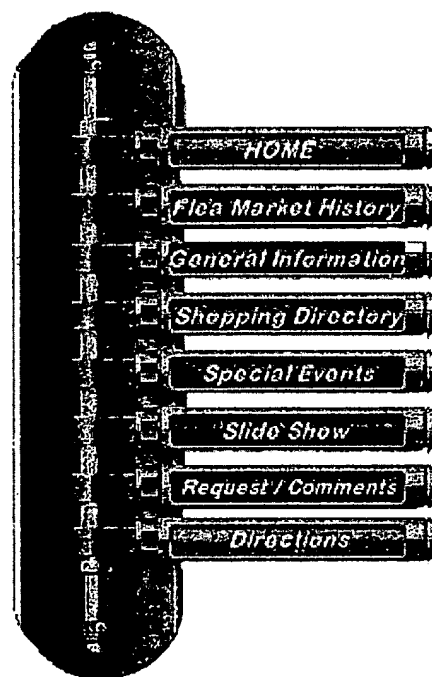
## *Highway 680 South*

Take Berryessa Road West approximately 1 mile, The Flea Market Selling Grounds will be on your left and Parking on your right.

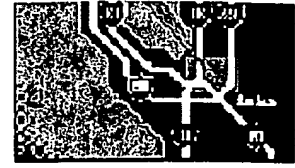
## *Highway 680 North/280 South*

Take Berryessa Road West approximately 1 mile, The Flea Market Selling Grounds will be on your left and Parking on your right.

## *Highway 880 South*



880 South to High 101 South to 13th. Street/Oakland Road Exit, Go right onto 13th. Street to first signal light which is Hedding, Make a left onto Hedding, Hedding changes to Berryessa Road as you cross back over Highway 101, The Flea Market Selling Grounds will be on your right and Parking on your left approximately 1 1/2 miles from turning off of Highway 101.



### *Highway 17/880 North*

Highway 17/880 North to Highway 101 South, Take 13th. Street/Oakland Road Exit, Go right onto either Mabury (first right) or Commercial (second right) to Berryessa Road, Make a left onto Berryessa Road, The Flea Market Selling Grounds will be on your right and Parking on your left approximately 1 mile from turning off of Highway 101.

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## Flea Market Slide Show



### Summer Brew Fest

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# Information Request

For more information regarding The San Jose Flea Market

Use form below

<input type="text"/>	Your Name
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<input type="text"/>	Province/State
<input type="text"/>	Postal Code/Zip Code
<input type="text"/>	Country
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